

ORDER

**KSNV**

Orders
Order / Rev: 105333
Alt Order #: 06839841
Product Desc: Issue
Estimate: 1577
Flight Dates: 09/12/12 - 09/17/12
Original Date / Rev: 08/08/12 / 08/08/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Great American Media
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Democratic Congressional Campaign
Demographic: A35+
Product Codes: PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	96	\$81,675.00	\$69,423.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	96	\$81,675.00	\$69,423.75	0.00
Totals	96	\$81,675.00	\$69,423.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	30%	\$81,675.00
Market	100%	\$272,250.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$73,507.50
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$46,282.50
KTUD	1%	\$2,722.50
KVVU	17%	\$46,282.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$21,780.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/12/12	09/17/12	M-F 5-6a WakeUp w/Wagners	GM	5-6a	M-WTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
WAKE UP WITH THE WAGNERS ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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E 1	KSNV	09/12/12	09/17/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	5-6a	M-WTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	M-WTF--			5		\$325.00		0.00				
E 2	KSNV	09/12/12	09/17/12	Wake Up Early w/Wagners Wake Up Early Wagners WAKE UP EARLY W/THE WAGNERS ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	430a-5a	M-WT--S	:30	5	\$200.00	1	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	M-WT--S			5		\$200.00		0.00				
E 3	KSNV	09/12/12	09/17/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	6-7a	M-WTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	M-WTF--			3		\$1,000.00		0.00				
E 4	KSNV	09/12/12	09/17/12	Today Show Today Show TODAY SHOW ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	658a-9am	M-WTF--	:30	4	\$1,500.00	1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/11/12	09/17/12	M-WTF--			4		\$1,500.00		0.00				
E 5	KSNV	09/15/12	09/15/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY NEWS 3 AT SUNRISE ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S-			1		\$350.00		0.00				
E 6	KSNV	09/15/12	09/15/12	Saturday Today Saturday Today SATURDAY TODAY ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S-			1		\$625.00		0.00				
E 7	KSNV	09/16/12	09/16/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY NEWS 3 AT SUNRISE ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	6a-7a	-----S	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S			1		\$325.00		0.00				
E 8	KSNV	09/16/12	09/16/12	Sunday Today Sunday Today TODAY ON SUNDAY ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S			1		\$750.00		0.00				
E 9	KSNV	09/16/12	09/16/12	News 3 Today Wknd News 3 Today NEWS 3 TODAY/WKEND ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	9a-930am	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S			1		\$500.00		0.00				
E 10	KSNV	09/16/12	09/16/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am CHRIS MATTHEWS SHOW ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----S			1		\$500.00		0.00				
E 11	KSNV	09/12/12	09/17/12	M-F Today Show II 3rd H M-F Today Show II TODAY SHOW II ORDER CANNOT START UNTIL WED 9/12	CM	9-10a	M-WTF--	:30	3	\$750.00	1	0.00	NM	3	\$2,250.00

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ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/11/12		09/11/12	09/17/12	M-WTF--					3	\$750.00		0.00			
E 12	KSNV	09/12/12	09/17/12	M-F Today Show III 4th Hour	CM	10am-11am	M-WTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
TODAY SHOW III ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/11/12		09/11/12	09/17/12	M-WTF--					5	\$325.00		0.00			
E 13	KSNV	09/12/12	09/17/12	Rachael Ray	CM	11am-12pm	M-WTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
RACHAEL RAY ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/11/12		09/11/12	09/17/12	M-WTF--					5	\$325.00		0.00			
E 14	KSNV	09/12/12	09/17/12	Noon News	CM	12-1230pm	M-WTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
NEWS 3 AT NOON ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/11/12		09/11/12	09/17/12	M-WTF--					5	\$425.00		0.00			
E 15	KSNV	09/12/12	09/17/12	The Agenda 1230pm	CM	1230-1p	M-WTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
NEWS 4: THE AGENDA ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/11/12		09/11/12	09/17/12	M-WTF--					5	\$325.00		0.00			
E 16	KSNV	09/12/12	09/17/12	The Doctors	CM	2pm-3pm	M-WTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
THE DOCTORS ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/11/12		09/11/12	09/17/12	M-WTF--					5	\$325.00		0.00			
E 17	KSNV	09/12/12	09/17/12	Dr. Phil	CM	3-4p	M-WTF--	:30	5	\$450.00	1	0.00	NM	5	\$2,250.00
DR. PHIL ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/11/12		09/11/12	09/17/12	M-WTF--					5	\$450.00		0.00			
E 18	KSNV	09/12/12	09/17/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	M-WTF--	:30	5	\$600.00	2	0.00	NM	5	\$3,000.00
FIRST NEWS 3 AT FOUR ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/11/12		09/11/12	09/17/12	M-WTF--					5	\$600.00		0.00			
E 19	KSNV	09/12/12	09/17/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	M-WTF--	:30	5	\$700.00	1	0.00	NM	5	\$3,500.00
NEWS 4 AT 430P ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/11/12		09/11/12	09/17/12	M-WTF--					5	\$700.00		0.00			
E 20	KSNV	09/12/12	09/17/12	M-F Early News	CM	5-630p	M-WTF--	:30	5	\$1,000.00	1	0.00	NM	5	\$5,000.00
EARLY NEWS ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/11/12		09/11/12	09/17/12	M-WTF--					5	\$1,000.00		0.00			
E 21	KSNV	09/15/12	09/15/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
KSNV EARLY NEWS ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	-----S-					1	\$650.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 22	KSNV	09/12/12	09/17/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune Wheel of Fortune/Jeop ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	630-730pm	M-WTF--	:30	5	\$1,000.00	1	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/11/12	09/17/12	M-WTF--	5		\$1,000.00		0.00						
E 23	KSNV	09/12/12	09/17/12	Face to Face w/ Ralston Face to Face w/ J.Ralston Face to Face ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	730-758pm	M-WTF--	:30	5	\$800.00	1	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/11/12	09/17/12	M-WTF--	5		\$800.00		0.00						
E 24	KSNV	09/15/12	09/15/12	Vegas Inc. Vegas Inc. Vegas Inc ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	6:30-8pm	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S-	1		\$375.00		0.00						
E 25	KSNV	09/17/12	09/17/12	Mon PR 8-10p Monday Prime 8-10pm THE VOICE ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	8-10pm	M-----	:30	2	\$4,000.00	1	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	2		\$4,000.00		0.00						
E 26	KSNV	09/17/12	09/17/12	Mon PR 10-11p Monday Prime 10-11pm NBC PRIME ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	10-11pm	M-----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	M-----	1		\$3,200.00		0.00						
E 27	KSNV	09/12/12	09/12/12	Wed PR 10-11p Wednesday Prime 10-11pm NBC PRIME ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	10-11pm	--W----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	--W----	1		\$3,200.00		0.00						
E 28	KSNV	09/14/12	09/14/12	Fri PR 9-10p Friday Prime 9-10pm GRIMM ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	9-10pm	----F--	:30	1	\$2,600.00	1	0.00	NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	----F--	1		\$2,600.00		0.00						
E 29	KSNV	09/16/12	09/16/12	NFL End of Game Break NFL End of Game Break End of Game ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	1p-9p	-----S	:30	1	\$8,000.00	1	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S	1		\$8,000.00		0.00						
E 30	KSNV	09/16/12	09/16/12	News 3 Live in Prime News 3 in Prime NEWS AFTER NFL ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	7-10pm	-----S	:30	1	\$1,600.00	1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S	1		\$1,600.00		0.00						
E 31	KSNV	09/12/12	09/17/12	M-F News 3 at Eleven M-F News 3 at Eleven NEWS 3 NIGHTSIDE ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	11pm-1135pm	M-WTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/11/12	09/17/12	M-WTF--	2		\$1,200.00		0.00						
E 32	KSNV	09/15/12	09/15/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven NEWS 3 NIGHTSIDE ORDER CANNOT START UNTIL WED 9/12	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00

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ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/10/12	09/16/12	-----S-		1		\$1,100.00		0.00					
E 33	KSNV	09/12/12	09/17/12	The Tonight Show	CM	1135p-1237a	M-WTF--	:30	3	\$750.00	1	0.00	NM	3	\$2,250.00
				Tonight Show											
TONIGHT SHOW W/ JAY LENO ORDER CANNOT START UNTIL WED 9/12															
ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/11/12	09/17/12	M-WTF--		3		\$750.00		0.00					
													Totals	96	\$81,675.00